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presenting at least one additional prompt for data entry that is determined at least in part

based upon the received data entry; receiving an additional data entry in response to each of

web site dimension of the web site based on the data entry; generating a multi-dimensional

description of the web site based on the determined characteristics; retrieving web site data

according to the generated multi-dimensional description of the web site; and generating the

web site based upon the generated multi-dimensional description of the web site and the

retrieved web site data.

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